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**Date: 18th November 2014**

Dear Sir/Madam,

A meeting of the **Ystrad Mynach Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 25th November, 2014** at **2.00 pm** to consider the matters contained in the following agenda.

Yours faithfully,

A handwritten signature in blue ink that reads 'Chris Burns'.

**Chris Burns**  
INTERIM CHIEF EXECUTIVE

## A G E N D A

- 1 To receive apologies for absence.
- 2 Declarations of interest.  
Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 200, the Council's Constitution, and the Code of Conduct for both Councillors and Officers.

To receive and note the following minutes: -

- 3 Ystrad Mynach Town Centre Management Group held on 15th July 2014.

To receive and note the following updates: -

- 4 Artwork Siloh Square Options.
- 5 'Choose the High Street' Campaign Progress Update.

A greener place Man gwyrddach



- 6 'Choose the High Street @ Christmas'.
- 7 Christmas Event Feedback.
- 8 Ystrad Mynach Town Centre Audit - October 2014.

**Circulation:**

Councillors Mrs E.M. Aldworth, A. Angel (Chair), D. Bolter, D.T. Davies, K. James, M.P. James and J.A. Pritchard

Town Councillors Ms C. Mortimer (Clerk)

**Other Organisations**

Mr K. Jones, (Ystrad Mynach Partnership)

Inspector I. Bartholomew, (Gwent Police)

Dr M. Jorro, (Rhymney Valley Music Club)

Mr W. Jeff, (Tredomen Allotments Association)



## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP

### MINUTES OF THE MEETING HELD AT PENALLTA HOUSE ON TUESDAY, 15TH JULY 2014 AT 2.00 P.M.

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PRESENT:

Councillors:

A. Angel, M. James, J. Pritchard

Together with:

PC Carl Morgan (Gwent Police), CSO Rebecca Chilvers (Gwent Police), Mr. W. Jeff (Tredomen Allotments Association), Mr. K. Jones (Ystrad Mynach Community Partnership).

Also:

A. Highway (Town Centre Development Manager), S. Wilcox (Assistant Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), A. Jones (Clerk).

#### 1. APPOINTMENT OF CHAIRMAN

Mr Highway opened the meeting and asked for nominations for Chairman. Councillor Angel was nominated and seconded and all agreed. Councillor Angel accepted the position and continued with the meeting.

#### 2. APPOINTMENT OF VICE CHAIRMAN

Councillor Angel asked for nominations for Vice Chairman. Councillor M James was nominated and seconded and all agreed. Councillor James accepted the position.

#### 3. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors: D. Bolter, K. James, C. Mortimer (Clerk) and Inspector Bond (Gwent Police).

#### 4. DECLARATIONS OF INTEREST

There were no declarations of interest.

**5. TO NOTE THE PREVIOUS MINUTES OF MEETING 4TH MARCH**

Councillor Pritchard requested that reference to C. Mortimer be noted as the Clerk to Gelligaer Community Council.

On point 2 of previous minutes it is to be noted that some members, this should have stated members of Community Partnership.

On paragraph 5 of point 4 it should read and so the group should wait to see how things work out.

The minutes were taken as read.

**6. 'A' FRAMES PROTOCOL**

Mr Highway advised the group that the report was for information as this report has been brought to the group previously. If there were any concerns over the report they were to be made to Mr. Highway for him to take up with the service area.

Members expressed concern over cluttered pavements as this does cause problems from pedestrians to pass and in particular wheelchair users and parents with pushchairs.

**7. CHRISTMAS TREE PLANTING**

Mr Dallimore introduced himself to the group and referred the group to the previous meeting. Investigations have been carried out as to the possibility of installing a permanent Christmas tree to be situated in Siloh Square.

On 31st March the Town Centre Management Team met with the Senior Arboricultural Officer, local members were invited but it was difficult for them to attend.

The Arboricultural Officer has advised that it would not be viable for a tree to be planted in Siloh Square for the following reasons:-

- There is insufficient room within the border area for the tree roots to grow and the tree pit would be made difficult with utility runs.
- There has been recent bed planting which would suffer with lack of light.
- With regular gritting in winter months the grit washed down would pollute the soil.

The only option really would be to look for an alternative site to locate the tree. After investigations, there are only two sites that could be considered where there would be sufficient room for the tree to grow and also have access to the power supplies for the lights.

There were two possible sites located: one is in the grounds of Ysbyty Ystrad Fawr, close to the war memorial and the other site is the land to the front of the Bryn Sion Baptist Church.

Members requested that the Arboricultural Officer write his comments and findings down and Mr. Dallimore can then pass these comments back to the group.

Mr. Jones (Ystrad Mynach Community Partnership) recommended to the group the possibility of having an artificial structure depicting a tree placed in the square.

Mr. Dallimore advised that there is a ready-made process in place to commission artwork but the problem would be funding the artwork. The group would need to discuss further and look at options and funding.

Chairman requested that Mr. Dallimore continue looking into the possibility of locating the tree in the hospital grounds, as Amber skips are keen to pay for the tree and the installation.

## **8. ARTWORK SILOH SQUARE**

Mr Dallimore presented the group with photographs of the artwork currently in Siloh Square. The group were advised that the funding for the artwork came from the Section 106 Agreement from Tesco and was a project for the Urban Renewal team but there is no funding available for the upkeep.

Over time the artwork has come into disrepair and the artist has been back on a number of occasions to repair any damage but the artwork is deteriorating further.

Mr Dallimore informed the group that this area needs to be improved and opened the subject up for discussion. Members were asked to vote on two options.

It was agreed that this area is in need of repair; the police confirmed that this area is a problem where groups gather drinking and generally hanging around. The area needs to be utilised to prevent this going on, the group discussed the possibility of it being used as an events space.

Mr. Highway advised that an events space would be a good use of the area and adds vibrancy to the town. All other towns have an events space, which, is used to promote the area and increases footfall and can be used for different groups like the police to meet people.

The first option of removing the artwork and concentrate on developing the area for events was put to the vote. This would include removing the mosaic and the dome and replacing with pavements. Members voted and 5 were in favour of this option.

The second option to look at remedial works to the mosaic in order to reserve it. Members voted and there were no votes for this option.

Mr Dallimore is to investigate and take further and look into funding.

## **9. CHOOSE THE HIGH STREET**

Mr. Highway presented his report, which informed the group that since the Christmas campaign feedback was brought to the group. Town Centre Management has been working on a number of platforms to raise consumer choice throughout the towns.

The aim of the campaign is to increase importance of supporting local retailers by promoting their businesses and raise awareness of consumer choice.

As part of the advertising, 5,000 bags have been handed out from the Customer First offices across the County Borough; all members were provided with a bag. Information will be going out to all businesses and local banks have been contacted and provided with leaflets to provide to potential new businesses.

Advertising will continue in a number of ways such as banners, billboards, twitter, facebook and youtube.

Mr. Highway confirmed that due to the campaign a new business has been attracted to the town and has been to view a premise in the town and are awaiting any developments.

The Chair thanked Mr. Highway for his hard work and report.

**10. AUDIT**

Councillor James requested an update on archway and signage was raised but Mr Dallimore advised that any budget would be prioritised for the works on Siloh Square.

There were no other issues raised on the audit.

Meeting closed 2.58 p.m.

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CHAIRMAN



## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 25TH NOVEMBER 2014

**SUBJECT: 'CHOOSE THE HIGH STREET' CAMPAIGN PROGRESS UPDATE**

**REPORT BY: CHIEF EXECUTIVE**

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### **1. PURPOSE OF REPORT**

- 1.1 To provide information on the progress of the 'Choose the High Street' campaign run by the Council's Town Centre Management Team.

### **2. SUMMARY**

- 2.1 The 'Choose the High Street' campaign ran throughout the summer months across the five managed town centres. A number of promotional platforms were utilised to communicate the message to the public.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Business and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A Prosperous Caerphilly' is identified as one of the key outcomes in the Council's 'Single Integrated Plan'. The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

### **4. THE REPORT**

- 4.1 Following the publication of the Portas Review in 2011, there has been a great deal of strategic thinking and media focus on the future of Britain's town centres. Subsequent reports and studies have all drawn attention to the threat posed to the high street by the growth in online shopping, particularly through the advent of Smartphone technology and also the expansion of out of town retail parks. In light of these changes in consumer spending, the active promotion of town centres is seen as key to their long-term survival and future growth. In Spring 2014, the Council's Town Centre Management team developed a new concept 'Choose the High Street', the aim was to use this brand across the five managed town centres in order to promote them as shopping destinations and business opportunities.
- 4.2 During the summer months the 'Choose the High Street' campaign was rolled out in Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach town centres. The initiative moved away from the 'discount card' concept used at Christmas and took a twofold approach in promoting the town centres. Firstly, 'Choose the High Street' highlights the power of

consumer choice and asks shoppers to make a conscious decision to use their local high street. Secondly, it encourages new 'start up' businesses to locate onto the high street.

Summary of platforms utilised to promote the campaign:

- 5,000 x free canvas shopping bags given away in Libraries and Customer First Centres;
- 1,000 children's balloons given away at town centre events;
- 30,000 'concertina' leaflets given away in the Libraries, Customer First Centres and at town centre events – Caerphilly 10K / Blackwood Beach Party / Risca Hoe Down & Show Down / The BIG Cheese;
- Advertising billboards displayed in each town centre;
- 700 window stickers distributed to retailers across five town centres;
- Article in Newline - delivered to every household in the County Borough;
- Lamppost banners;
- YouTube videos produced;
- Content posted on Council's Facebook page;
- Content posted on Council's Twitter page;
- Re-development of the Town Centre pages on the Caerphilly County Borough Council website, with a banner placed prominently on the council website homepage to signpost visitors to the pages;
- Retail Property Directory site rebranded as 'Choose the High Street';
- 250 business leaflets sent to local banks, enterprise agencies, grant providers and Business Wales contacts;
- Proactive engagement with property agents who have shops for sale or let in the town centres.

#### 4.3 Additional Promotion

As the campaign unfolded additional items were purchased in response to public demand and also to support the Welsh Governments 'Support Your High Street' seven day initiative between September 20th – 27th:

- An additional 3,000 free canvas shopping bags were ordered for Libraries, Customer First Centres and the new Mobile Customer Service Centre;
- A full-page Caerphilly Observer advert and accompanying web banner advert was placed.

#### 4.4 Social Media

Social media platforms *Facebook*, *Twitter* and *YouTube* were used as a complementary mechanism to reinforce the messages promoted through press articles and roadside billboards.

YouTube film clips were produced involving local independent traders from each of the five town centres these helped to showcase the unique retail offering of each town centre. In each film clip, the retailers were united in conveying the message that there are many reasons why residents should choose to support their local high street. To date, the collective number of views of these film clips is in excess of 1,000.

Facebook and Twitter were used to reinforce the key messages of the campaign with in excess of a collective 14,000 followers. Throughout the three month first phase period, regular engagement activity took place to gauge residents' thoughts and views on a range of high street related issues including customer service and suggestions for potential enhancements to town centres in the future.

A 'closed' Facebook group was also created, to allow the County Borough's retailers a unique place where they can share best practice, ideas and potential opportunities to work collaboratively. This element of the campaign is in its very early stages, but will continue to be built upon over the coming months.



#### 4.5 New Businesses

Since the 'Choose the High Street' initiative was launched in June a number of new businesses have opened in the five managed town centres:-

<b>Business</b>	<b>Town Centre</b>
Cadwalladers	Caerphilly
EMS Motorcycle Spares	Caerphilly
Gills Café & Coffee House	Caerphilly
Vapo Place Café	Caerphilly
Scruffy 2 Fluffy Pet Parlour	Bargoed
Simply at Home	Bargoed
Beauty by Emma	Bargoed
The Band Box	Risca
The Nook	Risca
Busy Bees Home Design	Risca
Amore	Ystrad Mynach
Coffee @ 37	Ystrad Mynach
Preachers Lounge Bar	Blackwood
Maxime Cinema	Blackwood
Jim's Traditional Fish & Chips	Blackwood
Learn About Wales	Blackwood

#### 4.6 Potential New Businesses

In addition, Town Centre Management have provided information & support in response to enquiries from people looking to start the following businesses or establishing new projects:-

<b>Business</b>	<b>Town Centre</b>
Coffee Shop	Blackwood or Caerphilly
Crèche	Blackwood or Bargoed
Ex Service persons café	Blackwood
Coffee shop	Ystrad Mynach
Foodbank shop	Blackwood
Hope Rescue Charity Shop	Caerphilly
Win a Shop Project	Bargoed
Kickplate Photography Exhibition	All five town centres
Cafe	Caerphilly
Sports / School wear Shop	Ystrad Mynach
Indoor Sports Facility	Blackwood / Ystrad Mynach
Kitchen producing locally sourced food	Caerphilly
Coffee shop	Caerphilly

#### 4.7 Retailer Survey Results

A total of 692 surveys were sent out to every business across the five managed town centres of those just 39 were returned, giving a response rate of just 5.6%.

Of the responses received, a summary of the results is below:-

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
Are you aware of the "Choose the High Street" campaign?	82%	18%	
Have you displayed the promotional window sticker?	72%	28%	
Are your customers aware of the "Choose the High Street" campaign?	30%	70%	
Do you think "Choose the High Street" was successful?	13%	61%	28%

Retailers were also asked which promotional tools they felt were the most successful. Social media and billboards were ranked the highest, followed by the window stickers, then the free canvas shopping bags and finally the leaflets distributed at events.

#### 4.8 Public Survey results:

To supplement the retailers' survey, an online survey was also conducted asking members of the public for their views on the campaign so far.

The responses were gained through a combination of social media (CCBC Facebook and Twitter) and through email to the CCBC Viewpoint Panel Members.

A total of 114 people responded to the survey – and a summary of the results are below:-

#### 4.9 Question:-

1. Have you heard of the Choose the High Street campaign? **Yes: 50% No: 49%.**
2. If you answered 'Yes' to question one, where have you seen the Choose the High Street campaign promoted? **The majority of respondents saw the campaign promoted through social media (40%), Newsline (24%) and the local newspaper (20%).**
3. The Choose the High Street campaign aims to encourage local people to support their local town centres and local traders. Do you agree with the sentiments of the campaign? That is, do you support what the council is trying to achieve through this campaign? **Yes: 88% No: 4% Not Sure: 7%.**
4. How often, on average do you visit your local town centre? **The majority of residents said they visited their town centres once a week (30%), most days (19%) and fortnightly (14%). 11% said they rarely visit their local town centre and 1% said they never do.**
5. Which Caerphilly County Borough town centre do you visit most often? **The responses, in descending order were Caerphilly (39%), Blackwood (32%), Risca (10%), Ystrad Mynach (6%), Bargoed (6%) and None (4%).**
6. What would encourage you to visit your local town centre more often than you currently do? **This question generated a total of 98 responses. The issue that drew the most responses (37) was the provision of free / better parking, the second highest number of responses (35) related to the need for an improved shopping offer. A small number of other responses highlighted better street cleansing, longer shop opening hours and retailers running special offers as suggestions for improvements.**
7. Would a Christmas/festive discount offer encourage you to support a retailer in your local town centre? **Yes: 58%, No: 15%, Not Sure: 26%.**

#### 4.10 Summary

The 'Choose the High Street' campaign was the first stage in a longer process to raise awareness of the need for people to support their local town centre. Since the launch of the campaign in the County Borough, a UK wide effort to promote the 'Great British High Street' and a one-week initiative by Welsh Government - 'Support Welsh High Streets' have both taken place. This demonstrates that the council's 'Choose the High Street' campaign is in line with current strategic thinking on town centre development.

Various marketing platforms have been used to make consumers, retailers and potential business start-ups aware of the 'Choose the High Street' brand. However, realistically, this will take time, as it is impossible to encourage a permanent behavioural change over just a three-month period. In the coming months officers will continue to support local retailers in developing new ways to use the 'Choose the High Street' brand to promote the five town as shopping destinations and business opportunities.

## **5. EQUALITIES IMPLICATIONS**

- 5.1 This report is for information purposes, so the council's EqIa process does not need to be applied.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The campaign is funded through the Town Centre Management core budget.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 There are no direct personnel implications.

## **8. CONSULTATIONS**

- 8.1 There are no consultation responses that have not been reflected in this report.

## **9. RECOMMENDATIONS**

- 9.1 That Members note the contents of the report.

## **10. REASONS FOR THE RECOMMENDATIONS**

- 10.1 This report is for information only.

## **11. STATUTORY POWER**

- 11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development  
Allan Dallimore, Team Leader Urban Renewal  
Paul Hudson, Marketing & Events Manager  
Hayley Lancaster, Senior Communications Officer  
Steve Wilcox, Assistant Town Centre Manager  
Elizabeth Sharma, Research Officer

Appendices:  
Appendix 1 Endorsements for 'Choose the High Street'

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A number of endorsements were received for the campaign:-

"The 'Choose the High Street' campaign successfully connects with customer sentiment and highlights the power of consumer choice. The initiative demonstrates the importance of managing our town centres, something we as the Association of Town & City Centre Management have highlighted to Welsh Government." **Chief Executive Martin Blackwell - Association of Town & City Centre Management**

"At Revive and Thrive, we fully support and endorse the excellent 'Choose the High Street' campaign. Our high streets are about much more than shops - they are places to meet and relax and give us all a sense of community, of belonging somewhere. This campaign is an important part of the on-going effort to revitalize and rejuvenate the most important part of the places we live in." **Mark Barnes Managing Director - Revive & Thrive**

"The 'Choose the High Street' campaign is very good and something that Welsh Government could consider using in other towns across Wales, I would be happy to use the campaign locally in Bridgend." **Rhiannon Kingsley - Chair of Association Town & City Centre Management Wales / Bridgend Town Centre Manager**

"The role of the high street in the 2020's is vitally important and the 'Choose the High Street' campaign affirms this. The retail scene is evolving rapidly and our high streets reflect this as top internet performers open shops and new 'collect' provisions become part of how we now use our local high street. Any campaign to make customers aware of the need to vote with their feet and support the high streets is to be welcomed." **John Couzens, Centre Manager - Castle Court Shopping Centre, Caerphilly**

"I drove in from the north end of Blackwood earlier this week, a route I do not usually travel and saw the *Choose The High Street* billboard situated next to the Institute. What a great sign, it certainly is eye catching, a great advert for the campaign and one that will hopefully have a positive effect." **Huw Edwards - Tidal's Store & Chair of Blackwood Retail Partnership**

"Choose The High Street is an innovative way of encouraging those who do not shop locally to come into town and see what is available and what they are missing." **David Collins - Bargoed Chamber of Trade**

"Each shop in a High Street is individual and a reflection of the owner's personality, which is something very special. Choose the High Street encourages people to experience this." **Helen O'Sullivan – Risca Pine Centre**

"A High Street is not just about the variety of shops, but also the community. People cannot only shop for their items, but also chat with the shopkeepers, which keeps community spirit alive within the town. The Choose the High Street campaign endorses this." **Andrew Berry – Andrew Berry Jewellers**

"Thanks for providing us with the high street bags we ran out of them pretty quickly we had customers who sent their friends, family and neighbours to come in and get one which then improved our footfall. Customer Feedback was very positive and all thought the same about supporting our local high street shops." **Customer First Team Caerphilly Library**

"Just to say thanks for the bags they have been very popular with our customers. Also we are distributing the High Street info maps with the bags now and customers are saying how useful they are." **Blackwood Library Staff**

"We have had a very favorable response from the customers and have put a supply of the leaflets and bags on the main reception desk and the cash office." **Customer First Team, Ty Penallta**

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## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 25TH NOVEMBER 2014

**SUBJECT: 'CHOOSE THE HIGH STREET @ CHRISTMAS'**

**REPORT BY: CHIEF EXECUTIVE**

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### **1. PURPOSE OF REPORT**

- 1.1 This report provides information on the 'Choose the High Street @ Christmas' campaign, which will be run in the County Borough's five principal town centres in the weeks leading up to Christmas 2014.

### **2. SUMMARY**

- 2.1 The next phase of the 'Choose the High Street' campaign will be directed towards encouraging more people to spend in their local town centres over the Christmas period. Retailers across the five managed town centres will have the opportunity to submit an offer, which will be included in a voucher booklet. The scheme supports local businesses as it offers them a chance to participate in a coordinated campaign under the 'Choose the High Street @ Christmas' banner. In addition, a new 'Pop Up Shop Guide' has been produced by Town Centre Management, which sets out the process of setting up a Pop Up shop and is particularly relevant in the run up to Christmas.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Business and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A Prosperous Caerphilly' is identified as one of the key outcomes in the Council's 'Single Integrated Plan'. The Implementation of the Unique Places model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

### **4. THE REPORT**

- 4.1 According to retail analysts, Christmas 2014 is expected to be a very difficult one for retailers, with only a modest sales growth expected. A number of factors are contributing to this, including: faltering consumer confidence and the continued growth in online sales. Over the last two years, in the lead up to Christmas the Council's Town Centre Management Team has run the 'Unique Places Discount Card' scheme, a tool for retailers to generate sales. After assessing the feedback provided by retailers in previous years, a slightly different approach will be taken for Christmas 2014.

- 4.2 Following the successful start of the 'Choose the High Street' campaign developed by the Council's Town Centre Management team over the summer months, the next phase of the scheme will be run over the Christmas period. 'Choose the High Street @ Christmas' will build further on the brand and in the weeks leading up to Christmas encourage people to spend locally in the five principal town centres. In doing so, the initiative is assisting local businesses as they try to capture consumer spend during this crucial trading period. The booklet has been developed to support local businesses but the onus remains on the retailers to participate and ensure that the booklet contains a large number of offers, which will incentivise customers to pick it up.
- 4.3 To market the campaign the 'Choose the High Street' branding will have a seasonal twist with the addition of '@ Christmas'. The adapted logo is included as an Appendix to the report.
- 4.4 This year's scheme centres on a printed voucher booklet and retailers in the five managed town centres will have the chance to submit an offer for inclusion in the booklet with the level of discount being set by retailer at their discretion. In order to allow time for design and printing, retailers will need to submit their offer by the 24th October on the form sent to them by Town Centre Management. Building on the successful distribution of the 'Choose the High Street' shopping bags through the Council's Libraries and Customer First Centres, the free voucher booklet will also be given out in these locations and at the Council's Christmas events. The use of a single voucher booklet covering all five towns as a promotional tool, rather than a discount card, means that people will have the offer physically in front of them as they plan their Christmas shopping.
- 4.5 An additional element to the Christmas initiative is the launch of a 'Pop-Up Shop Guide' produced by the Town Centre Management Team. The guide provides an explanation of what a Pop-Up shop is and explains the process of setting one up. It is hoped that by providing this guide in the months leading up to Christmas 2014, it will encourage people to explore opening a Pop-Up shop for Christmas. New Pop-Up shops will increase the shopping offer and also occupy an otherwise vacant unit. The guide will be branded as 'Choose the High Street' and further builds on the work already done to highlight the importance of the County Borough's town centres to the local economy.

## **5. EQUALITIES IMPLICATIONS**

- 5.1 This report is for information purposes, so the council's Eqla process does not need to be applied.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The campaign is funded through the Town Centre Management core budget.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 There are no direct personnel implications.

## **8. CONSULTATIONS**

- 8.1 There are no consultation responses that have not been reflected in this report.

## **9. RECOMMENDATIONS**

- 9.1 That Members note the contents of the report.



## **10. REASONS FOR THE RECOMMENDATIONS**

10.1 This report is for information only.

## **11. STATUTORY POWER**

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
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Paul Hudson, Marketing & Events Manager  
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Steve Wilcox, Assistant Town Centre Manager

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## YSTRAD MYNACH TOWN CENTRE AUDIT – OCTOBER 2014

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/07/13	<p><b><u>Repainting of Post Box</u></b>  <b><u>Pengam Road/Bedwlwyn Road</u></b>                      Paintwork on the post box in the town centre is flaking and worn.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 The work will be completed in finer weather during the summer.                      2/6 Will be completed during the summer period.                      4/8 The work is scheduled for August.</p>
01/07/13	<p><b><u>Telephone Box Repainting</u></b>  <b><u>O/S The Beech Tree, Bedwlwyn Road</u></b>                      The telephone box outside The Beech Tree requires repainting to improve its appearance.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 The work will be completed in finer weather during the summer.                      2/6 Will be completed during the summer period.                      4/8 The work has been completed.  <b>Issue Closed 4/8</b></p>
01/07/13	<p><b><u>Damage to Artwork</u></b>  <b><u>Siloh Square</u></b>                      The public artwork on Siloh Square has become damaged and worn and requires some repair work.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>206 Options will be presented to the TCMG to take forward.                      15/7 An update was provided to the TCMG.                      4/8 The TCMG agreed to the removal of the artwork. This is currently being costed.</p>

01/07/13	<p><b><u>Repainting of Benches</u></b>  <b><u>Siloh Square</u></b>  The benches around Siloh Square have become worn and need repainting or replacing.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 Work is still outstanding at present due to inclement weather.  2/6 Work is currently ongoing.  4/8 The benches have been replaced.  <b>Issue Closed 4/8</b></p>
01/07/13	<p><b><u>Repaint Postbox</u></b>  <b><u>O/S Post Office, Penallta Road</u></b>  The postbox outside the Post Office is worn, requiring fresh paintwork.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>3/2 The work has been added to the summer repainting schedule.  2/6 Will be completed during the summer period.  4/8 The work is scheduled for August.</p>
01/07/13	<p><b><u>Repaint Telephone Box</u></b>  <b><u>Penallta Road/Lewis Street</u></b>  The fascia of the telephone box is weathered and requires a repaint.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 Work will be completed in the finer summer weather.  2/6 Works will be completed during the summer period.  4/8 The work has been completed.  <b>Issue Closed 4/8</b></p>

03/10/13	<p><b><u>Review of Traffic Order Town Centre</u></b> Following a request by the Police, various aspects of the Traffic Regulation Order for the town centre will be reviewed.</p>	<p><b>Transportation</b> <i>Clive Campbell</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 Ward Members were recently consulted. Proposals will now be drawn up for wider consultation to begin. 4/8 The consultation period commenced on 30<sup>th</sup> July and will run for 28 days.</p>
03/12/13	<p><b><u>Taxi Rank Assessment Pengam Road</u></b> At the TCMG, local Members requested that Officers make an assessment of the level of usage of the taxi rank on Pengam Road.</p>	<p><b>Transportation</b> <i>Clive Campbell</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 Following Ward Member consultation, the proposal to replace the taxi rank with limited waiting will be included in the Traffic Regulation Order. 4/8 The consultation period commenced on 30<sup>th</sup> July and will run for 28 days.</p>
03/12/13	<p><b><u>Bus Stop Location Assessment Bedwlwyn Road</u></b> At the TCMG, Members requested that Officers assess whether the bus stop location on Bedwlwyn Road is more beneficial than its previous location at Pengam Road.</p>	<p><b>Transportation</b> <i>Clive Campbell</i></p>	<p>3/2 Officers will report back to the TCMG. 4/3 Update to TCMG. 14/4 Colleagues in Passenger Transport have advised that the location was the result of extensive consultation and should remain on Siloh Square. 2/6 To be discussed further, relocation is not an option. 4/8 Officers in Passenger Transport recommended that the bus stop remain in its current location. This was accepted by the TCIG. <b>Issue Closed 4/8</b></p>

04/03/14	<p><b><u>Dog Mess</u></b> <b><u>Town Centre</u></b></p> <p>At the TCMG, Cllr. James expressed concern about the amount of dog mess that tends to be found throughout the town centre.</p>	<p><b>Environmental Health</b> <i>Lyndon Ross</i></p>	<p>14/4 The town centre is on the patrol route and this issue is also a PACT priority. Monitoring and enforcement will continue.</p> <p>2/6 Ongoing; patrols have been put in place.</p> <p>4/8 Patrols continue and no further complaints have been received.</p> <p><b>Issue Closed 4/8</b></p>
19/05/14	<p><b><u>Sign Replacement</u></b> <b><u>Caerphilly Road</u></b></p> <p>A vehicle has struck one of the new directional signs installed near the hospital. A new sign has been ordered and is due to be installed.</p>	<p><b>Highways</b> <i>Marcus Lloyd</i></p>	<p>2/6 The sign will be replaced and set back further from the carriageway to prevent a repeat of the incident.</p> <p>4/8 The sign has been replaced.</p> <p><b>Issue Closed 4/8</b></p>
19/05/14	<p><b><u>Choose the High Street Campaign</u></b> <b><u>Town Centre</u></b></p> <p>Town Centre Management will be launching a summer campaign across the five managed towns, encouraging consumers to “Choose the High Street”. The scheme will run over the summer period and use several forms of media.</p>	<p><b>Town Centre Management</b> <i>Andrew Highway</i></p>	<p>2/6 Campaign has been launched to encourage shoppers to “choose the high street” and to also encourage businesses to trade from them.</p> <p>15/7 An update was provided to the TCMG.</p> <p>4/8 The campaign has started well and will continue over the summer period. Press releases are continuing. The next phase will be to work with property agents to try and fill vacant town centre properties.</p>
02/06/14	<p><b><u>Illegal Parking</u></b> <b><u>Town Centre</u></b></p> <p>Cllr. Angel raised concerns with regards to the amount of illegal parking within the Town Centre and the disruption caused.</p>	<p><b>Police</b> <i>Ins Greening</i></p>	<p>4/8 This remains a high priority for the Police and they continue to monitor the area whenever possible.</p>

10/06/14	<p><b><u>Loose Manhole Cover</u></b>  <b><u>The Royal Oak Roundabout, A472</u></b>  A manhole cover adjacent to The Royal Oak roundabout is loose in its housing and moving when vehicles pass over it.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p>10/6 A Highways Inspector visited the location, but the cover belongs to Welsh Water, who has been informed of the defect.  4/8 Welsh Water is yet to carry out remedial works.</p>
11/07/14	<p><b><u>Overgrown Foliage</u></b>  <b><u>Pengam Road</u></b>  The trees alongside Pengam Road are overgrown and obstructing the footway. The foliage requires trimming to make a clear route for pedestrians.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p>4/8 A notice has been served on the landowner to cut the trees.</p>
03/09/14	<p><b><u>Christmas Event</u></b>  <b><u>Town Centre</u></b>  Planning is underway for a Christmas event in the town centre, which is scheduled to take place on 22<sup>nd</sup> November 2014.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	
03/09/14	<p><b><u>“Choose The High Street @ Christmas”</u></b>  <b><u>Campaign</u></b>  <b><u>Town Centre</u></b>  The “Choose the High Street” campaign is being extended to the Christmas period to encourage people to shop locally this Christmas. The scheme will involve a voucher scheme that all retailers will have the opportunity to sign up to.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	

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